

Gothenburg, April 25, 2018
Press release

Smart Eye announces the opening of its first office in Japan

Fueled by an increased market interest, Smart Eye announces the opening of its first office in Japan with Japanese staffing already in place and operational.

Because of increased global interest in driver monitoring technique and Smart Eye's leading position in the field, the company has for a longer period of time been planning to establish an office in Japan. Smart Eye is today announcing that the first person has been hired to its new Japanese office.

"It is our firm conviction that the execution of our strategy requires closeness to our customers. As a consequence of increasingly intensive market activity and to further strengthen the company's already established foothold in Japan, we have now decided to establish our first local office in this market. The choice fell on Tokyo, which offers both opportunities for development in close cooperation with customers, as well as good international connections," said Martin Krantz, CEO of Smart Eye.

Martin Krantz continues; "The first wave of driver monitoring for the automotive industry started in Europe and is now continuing in Japan. We see that the Japanese market is now in its starting pits to lay down its strategies and establish strategic partnerships for the coming decade."

The driver monitoring market is a natural part of the development of autonomous vehicles. The current level that is classified by SAE as "Level 2" means that the driver still has all responsibility for the performance of the car. In total, Smart Eye's driver monitoring technology has so far achieved 16 design-wins, of which 13 is for the second generation's eye-tracking technology for all car models of a new platform. The many design-wins has contributed to firmly establish Smart Eye as the industry leading developer of technology that understand and interprets the driver. Further international procurements are currently ongoing, in which the global vehicle manufacturers are establishing supplier relationships for the first and second generations driver monitoring systems. Smart Eye is well-positioned to achieve further successes in these processes.

For more information

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About Smart Eye

Smart Eye was founded to bridge the gap between man and machine for a better tomorrow by developing ground breaking eye tracking technology that understands, assists and predicts human intentions and actions. Through combining deep, technical knowledge with playful creativity, Smart Eye consist of two business units. Its research instruments offer high performance in complex, real-world situations, paving the way for new insights in aerospace, aviation, automotive, psychology, neuroscience, medical and clinical research. Business unit Applied Solutions are embedded in next generation vehicles, helping the automotive industry take another step towards autonomous vehicles.

Founded in 1999, Smart Eye has offices in Gothenburg, Sweden and Michigan, USA as well as having partners, resellers and distributors in Europe, USA and APAC. Its solutions are used by more than 700 clients all over the world by leading research groups, brands and labs such as US Air Force, Nasa, BMW, Lockheed Martin, Audi, Boeing, Volvo, GM, and many more.

<http://smarteye.se/>

Smart Eye is listed on First North. Erik Penser is Certified Adviser and can be reached at +46-8-463 8000.

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